THE NCS™
The National Citizen Survey™

Bloomington, MN
Comparisons by Geographic Subgroups

2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by City Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,027 completed surveys). For each Council District (Districts 1, 2, 3 and 4), the margin of error rises to approximately plus or minus eight percentage points since sample sizes were approximately 233 for District 1, 342 for District 2, 314 for District 3 and 138 for District 4. Notable differences between districts included the following:

- While ratings for aspects of Community Characteristics varied, residents living in Districts 2 and 3 tended to give higher ratings to these aspects than residents in other districts. This was especially true within the facets of Mobility, Economy, Built Environment and Recreation and Wellness. Residents in District 1 tended to give lower ratings to aspects of Economy (employment opportunities and the overall quality of business and service establishments in Bloomington) and Recreation and Wellness (recreational opportunities and availability of affordable quality food), while residents of District 4 tended to give lower ratings to aspects of Mobility (ease of travel by bicycle and walking in Bloomington and availability of paths and walking trails) and Built Environment (overall built environment of Bloomington, variety of housing options, availability of affordable quality housing and overall quality of new development in Bloomington).
- Where differences were noted, residents of District 3 tended to give higher ratings to aspects of Governance than residents living in other Districts, especially in the facets of General Governance, Mobility, Natural Environment and Built Environment. Residents of District 4 tended to give lower ratings to aspects of Governance, particularly within the facets of General Governance, Safety, Mobility and Natural Environment.
- Ratings for Participation varied widely across Council Districts. Residents of District 3 reported the highest rates of participation for the sense of community in Bloomington, not observing a code violation, using Bloomington recreation centers or their services and campaigning or advocating for an issue, cause or candidate; residents of District 4 reported the highest rates of not being a victim of a crime, using public transportation instead of driving and reporting being in "very good" or "excellent" health. In District 2, higher rates were reported for not reporting a crime, not being under housing cost stress, visiting a neighborhood or City park, participating in a club, reading or watching local news and voting in local elections.
- Few differences were noted between districts when residents were asked about actions that would increase property values and important issues to address over the next five years. More District 1 residents, and fewer District 3 residents, thought that new bicycle and walking trails would increase property values at least a little bit; also, more residents in District 4 thought additional home improvement loans and better maintenance of street rights of way would increase property values, while fewer residents in District 2 thought the same. More residents in District 2 thought that property taxes would be an important issue to focus on in the next five years. Fewer residents in District 4 rated crime as an important issue than residents in other districts.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
The overall quality of life in Bloomington	89%	93%	91%	91%	91%
Overall image or reputation of Bloomington	77%	87%	84%	82%	83%
Bloomington as a place to live	94%	94%	95%	90%	94%
Your neighborhood as a place to live	87%	95%	90%	69%	86%
Bloomington as a place to raise children	93%	92%	89%	82%	89%
Bloomington as a place to retire	71%	72%	73%	75%	73%
Overall appearance of Bloomington	78%	83%	86%	70%	80%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Overall feeling of safety in Bloomington	86%	87%	90%	84%	87%
In your neighborhood during the day	95%	98%	97%	92%	95%
In Bloomington's shopping areas during the day	95%	93%	95%	91%	94%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Overall ease of getting to the places you usually have to visit	80%	80%	89%	84%	83%
Traffic flow on major streets	59%	62%	67%	65%	63%
Ease of travel by car in Bloomington	72%	71%	79%	72%	74%
Ease of travel by public transportation in Bloomington	50%	35%	45%	47%	44%
Ease of travel by bicycle in Bloomington	55%	56%	60%	39%	52%
Ease of walking in Bloomington	70%	76%	72%	59%	70%
Availability of paths and walking trails	68%	84%	75%	66%	74%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Quality of overall natural environment in Bloomington	92%	91%	90%	85%	90%
Air quality	84%	91%	88%	78%	86%
Cleanliness of Bloomington	79%	87%	84%	65%	79%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	73%	83%	80%	67%	76%
Public places where people want to spend time	73%	77%	80%	72%	76%
Variety of housing options	71%	80%	80%	71%	76%
Availability of affordable quality housing	64%	65%	75%	53%	65%
Overall quality of new development in Bloomington	62%	64%	70%	52%	63%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Overall economic health of Bloomington	80%	82%	87%	73%	81%
Bloomington as a place to work	80%	85%	79%	84%	82%
Bloomington as a place to visit	83%	79%	80%	78%	80%
Employment opportunities	58%	71%	79%	74%	70%
Shopping opportunities	89%	87%	87%	85%	87%
Cost of living in Bloomington	61%	61%	63%	59%	61%
Overall quality of business and service establishments in Bloomington	74%	84%	80%	82%	80%
Vibrant shopping areas	72%	74%	73%	70%	72%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Health and wellness opportunities in Bloomington	77%	84%	85%	80%	82%
Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	88%	86%	73%	81%
Recreational opportunities	71%	86%	84%	73%	79%
Availability of affordable quality food	70%	81%	86%	72%	78%
Availability of affordable quality health care	82%	76%	82%	73%	78%
Availability of preventive health services	79%	75%	81%	75%	78%
Availability of affordable quality mental health care	59%	52%	78%	64%	62%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Overall opportunities for education and enrichment	79%	86%	85%	80%	83%
Availability of affordable quality child care/preschool	73%	72%	74%	60%	70%
K-12 education	81%	88%	86%	76%	83%
Adult educational opportunities	69%	77%	74%	72%	73%
Opportunities to attend cultural/arts/music activities	66%	74%	74%	62%	70%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Opportunities to participate in social events and activities	62%	66%	62%	54%	62%
Opportunities to volunteer	73%	74%	79%	70%	74%
Opportunities to participate in community matters	61%	60%	69%	65%	64%
Openness and acceptance of the community toward people of diverse backgrounds	66%	68%	74%	63%	68%
Neighborliness of residents in Bloomington	70%	67%	71%	46%	64%

Table 10: Governance - General

| Percent rating positively (e.g., excellent/good) | City Council District | | | | |
	District 1	District 2	District 3	District 4	Overall
The City of Bloomington	87%	87%	90%	79%	86%
The value of services for the taxes paid to Bloomington	63%	67%	70%	59%	65%
The overall direction that Bloomington is taking	66%	72%	77%	67%	71%
The job Bloomington government does at welcoming citizen involvement	52%	56%	64%	55%	57%
Overall confidence in Bloomington government	59%	71%	72%	55%	65%
Generally acting in the best interest of the community	63%	74%	73%	59%	68%
Being honest	62%	71%	70%	62%	67%
Treating all residents fairly	57%	71%	67%	51%	62%
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	73%	86%	89%	77%	81%
The Federal Government	53%	43%	54%	45%	49%
The State Government	63%	54%	63%	61%	60%
Hennepin County Government	63%	58%	68%	55%	61%

Table 11: Governance - Safety

| Percent rating positively (e.g., excellent/good) | City Council District | | | | |
	District 1	District 2	District 3	District 4	Overall
Police services	90%	89%	89%	81%	88%
Fire services	96%	97%	95%	92%	95%
Ambulance or emergency medical services	94%	97%	94%	93%	95%
Crime prevention	74%	84%	91%	72%	81%
Fire prevention and education	83%	85%	88%	76%	83%
Animal control	77%	77%	81%	69%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	73%	71%	78%	74%	74%

Table 12: Governance - Mobility

| Percent rating positively (e.g., excellent/good) | City Council District | | | | |
	District 1	District 2	District 3	District 4	Overall
Traffic enforcement	74%	76%	79%	65%	74%
Street repair	46%	49%	65%	45%	51%
Street cleaning	76%	76%	82%	69%	76%
Street lighting	68%	68%	78%	62%	69%
Snow removal	85%	83%	87%	81%	84%
Sidewalk maintenance	65%	62%	79%	51%	65%
Traffic signal timing	59%	63%	62%	56%	61%
Bus or transit services	70%	60%	65%	73%	67%

Table 13: Governance - Natural Environment

| Percent rating positively (e.g., excellent/good) | City Council District | | | | |
	District 1	District 2	District 3	District 4	Overall
Garbage collection	78%	83%	84%	79%	81%
Recycling	80%	86%	84%	80%	83%
Yard waste pick-up	78%	83%	87%	73%	81%
Drinking water	92%	93%	94%	86%	91%
Preservation of natural areas such as open space and greenbelts	73%	84%	83%	73%	79%

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Bloomington open space	68%	79%	83%	65%	75%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Storm drainage	76%	84%	87%	82%	82%
Sewer services	87%	91%	92%	85%	89%
Utility billing	85%	80%	82%	78%	81%
Land use, planning and zoning	60%	69%	75%	61%	66%
Code enforcement (weeds, abandoned buildings, etc.)	68%	57%	69%	54%	62%
Cable television	52%	53%	63%	55%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Economic development	69%	75%	78%	67%	73%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
City parks	90%	92%	91%	84%	89%
Recreation programs or classes	79%	79%	80%	74%	78%
Recreation centers or facilities	71%	80%	78%	73%	76%
Health services	79%	83%	87%	79%	82%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
City-sponsored special events	63%	74%	81%	65%	71%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Public information services	71%	80%	76%	70%	75%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Sense of community	67%	62%	70%	58%	64%
Recommend living in Bloomington to someone who asks	96%	95%	95%	93%	95%
Remain in Bloomington for the next five years	88%	93%	86%	87%	89%
Contacted the City of Bloomington (in-person, phone, email or web) for help or information	41%	44%	45%	38%	42%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Was NOT the victim of a crime	87%	90%	90%	95%	91%
Did NOT report a crime	80%	89%	88%	86%	86%
Stocked supplies in preparation for an emergency	16%	19%	18%	16%	17%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Walked or biked instead of driving	50%	58%	54%	54%	54%
Carpooled with other adults or children instead of driving alone	38%	46%	46%	42%	43%
Used bus, light rail or other public transportation instead of driving	33%	30%	35%	53%	37%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Recycle at home	92%	97%	97%	94%	95%
Made efforts to make your home more energy efficient	78%	74%	73%	73%	74%
Made efforts to conserve water	73%	75%	72%	72%	73%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
NOT under housing cost stress	63%	78%	73%	59%	69%
Did NOT observe a code violation	66%	61%	71%	59%	64%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Purchase goods or services from a business located in Bloomington	98%	96%	95%	98%	97%
Economy will have positive impact on income	33%	38%	47%	39%	39%
Work in Bloomington	38%	30%	35%	41%	35%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				
	District 1	District 2	District 3	District 4	Overall
Used Bloomington recreation centers or their services	50%	57%	58%	46%	53%
Visited a neighborhood park or City park	80%	85%	82%	74%	81%
Eat at least 5 portions of fruits and vegetables a day	82%	84%	83%	82%	83%
Participate in moderate or vigorous physical activity	88%	88%	86%	79%	85%
Reported being in "very good" or "excellent" health	59%	69%	68%	69%	66%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Participated in religious or spiritual activities in Bloomington	45%	48%	42%	45%	45%
Attended a City-sponsored event	41%	42%	46%	31%	41%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Campaigned or advocated for an issue, cause or candidate	14%	22%	22%	15%	19%
Contacted Bloomington elected officials (in-person, phone, email or web) to express your opinion	15%	16%	17%	14%	15%
Volunteered your time to some group/activity in Bloomington	32%	38%	40%	31%	35%
Participated in a club	18%	25%	24%	14%	21%
Talked to or visited with your immediate neighbors	91%	92%	90%	87%	90%
Done a favor for a neighbor	80%	83%	82%	76%	80%
Attended a local public meeting	19%	11%	16%	14%	15%
Watched (online or on television) a local public meeting	22%	26%	24%	28%	25%
Read or watch local news (via television, paper, computer, etc.)	83%	93%	83%	88%	87%
Vote in local elections	84%	92%	88%	84%	87%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Bloomington	95%	91%	94%	88%	92%
Overall ease of getting to the places you usually have to visit	87%	73%	80%	80%	79%
Quality of overall natural environment in Bloomington	84%	82%	85%	84%	84%
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	73%	78%	76%	76%	76%
Health and wellness opportunities in Bloomington	75%	70%	75%	80%	75%
Overall opportunities for education and enrichment	78%	79%	80%	77%	79%
Overall economic health of Bloomington	87%	91%	93%	84%	89%
Sense of community	77%	71%	79%	78%	76%

Table 29: Potential Actions to Increase Property Values

To what extent, if at all, would each of the following City actions increase property values in Bloomington? (Percent rating as "a lot" or "a little").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Keep property taxes as low as possible	91%	88%	88%	94%	90%
Redevelop old commercial properties	94%	93%	93%	94%	93%
Increased street maintenance	93%	94%	91%	91%	92%
New bicycle and walking trails	91%	81%	80%	86%	85%
Additional home improvement loans	87%	77%	86%	92%	85%
Better maintenance of street rights of way (boulevards, medians, etc.)	91%	87%	88%	94%	90%
Increased enforcement of property maintenance codes	84%	85%	82%	87%	85%
New City facilities such as a community center	74%	71%	79%	76%	75%
Better maintenance of parks	88%	86%	90%	89%	88%
Additional police patrols	81%	84%	82%	79%	81%
Underground neighborhood electric wires	88%	83%	87%	84%	86%

Table 30: Importance of Potential Issues

How important, if at all, is it for Bloomington to address each of the following issues over the next five years? (Percent rating as "essential" or "very important").	City Council District				Overall
	District 1	District 2	District 3	District 4	
Attracting and retaining small businesses	81%	84%	85%	77%	82%
Redeveloping neighborhood commercial centers	55%	61%	63%	63%	61%
Building a sense of community and neighborhood vitality	66%	66%	73%	67%	68%
Traffic congestion	73%	77%	72%	68%	73%
Public transit	57%	57%	59%	62%	59%
Jobs and unemployment	83%	80%	75%	76%	79%
Maintaining competitive schools	88%	90%	88%	87%	89%
Aging infrastructure (e.g., streets, water and sewer, parks and City buildings)	89%	85%	86%	90%	87%
Aging population	73%	67%	65%	68%	68%
Racial and ethnic diversity	62%	53%	51%	58%	56%
Poverty and social service needs	63%	61%	56%	61%	60%
Property taxes	77%	73%	66%	65%	71%
House values	83%	81%	80%	79%	81%
Housing maintenance	73%	72%	68%	75%	72%
Housing and services for seniors	67%	69%	65%	74%	69%
Affordable housing	69%	67%	61%	68%	66%
Foreclosures and vacant properties	68%	67%	64%	73%	68%
Crime	90%	89%	91%	81%	88%
Maintaining City services	86%	84%	85%	86%	85%